

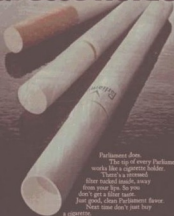
LEO BURNETT COMPANY, Inc.

Ad No. 204--(2 Cigarettes)--Box No. 82074--1 page 4 1/2" (11 cm) x 11" (28 cm)

(Paris, 1972)  
Newsmag, 1972  
U.S. News & World Report, 1972

Printed in U.S.A.

# Does your cigarette come with its own cigarette holder?



Parliament does.  
The tip of every Parliament  
works like a cigarette holder.  
There's a recessed  
filter tucked inside, away  
from your lips. So you  
don't get a filter taste.  
Just good, clean Parliament flavor.  
Next time don't just buy  
a cigarette.  
Buy a cigarette with its  
own cigarette holder. Parliament.



King: 16 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Aug '79.  
100's: 11 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Aug '79.